

GREENTREE REAL ESTATE GROUP

Experience, Service, Professionalism
Over 75 years of real estate experience

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FREE COMPARATIVE MARKET ANALYSIS (CMA)* PLUS EITHER A 12% DISCOUNT OR \$500 GIFT CERTIFICATE

Setting the Stage for a Sale

Selling a house is a lot like romance. It really pays to set the mood. We call it staging---showcasing the best side of a home to create interest and help you get top dollar.

Here are some useful tricks to selling your home:

1. **Make room.** Clear out as much furniture and clutter as possible.
2. **Use counter intelligence.** Clear off all the horizontal surfaces like kitchen and bathroom countertops. Counters need to be clear and clean.
3. **Make your home ageless.** There's a difference between an old house and a classic home. Keep everything fresh and maintained
4. **Let there be light.** Open the blinds, turn on all the lights and during winter use more flowers and things that suggest sunlight.
5. **Learn to love white walls.** Paint is a relatively inexpensive way to make a house look clean and fresh and when repainting, stick with neutrals.
6. **Take a close look at the carpet.** Get the carpet shampooed to get out any stains or smells.
7. **Clean your closets.** Sellers need to empty the closets of half the things they have in them. Partially empty closets look roomy and space sells.
8. **Open the windows or light a fire in the fireplace.** If it is a cool summer day, have the windows open. If it's cold and dreary, light a fire in the fireplace.
9. **Keep it clean. No dust, cobwebs or trash.** People looking to buy a home are usually very observant.
10. **Keep it real.** You don't want your home to look so staged that it is artificial. You want the buyer to walk in and feel like they could live there.

THESE ARE JUST A FEW OF OUR SUCCESSFUL TECHNIQUES! When you are ready to sell, call the Greentree Real Estate Group at 545-5478 and we will help you stage your home.